

- The programme “[UK in my eyes](http://www.ukinmyeyes.vn)” has been implemented by the British Council Vietnam since 2010. It is a popular communication channel to connect alumni and those who are studying in the UK with Vietnamese prospective students. The programme includes a website at <http://www.ukinmyeyes.vn> which attracts an average of **3,500 visits per month**; a Facebook fan page at <http://www.facebook.com/NuocAnhTrongMatToi> which has more than **68,000 fans** by April 2015.
- “[UK in My Eyes](http://www.ukinmyeyes.vn)” [website](http://www.ukinmyeyes.vn) is an online platform featuring over 200 stories of UK alumni who participated in the programme since 2010. This hub helps Vietnamese prospective students easily find experience sharing by alumni from UK institutions that they are interested in. The “[UK in My Eyes](http://www.facebook.com/NuocAnhTrongMatToi)” [Facebook page](http://www.facebook.com/NuocAnhTrongMatToi) is a social media platform to connect prospective students with alumni through frequent updates, activities and campaigns during the year.
- Under the UK Alumni Strategy of the British Council, the programme “UK in my eyes” has served effectively to strengthen key Education UK brand messages through student testimonials who act as ambassadors to promote UK culture and education. The programme, at the same time, will be a good opportunity for UK institutions to promote their UK alumni strategy and institutional profiles.
- In 2014, **10** UK institutions placed a 12-months promotion package in the “UK in my eyes” programme. These institutions have benefited from the participation of their students and alumni in the programme, who acted as ambassadors to promote their institutions through their inspiring stories.

1. Benefits

We recommend this programme to UK institutions who aim to have a long-term profile development marketing strategy in Vietnam. These institutions can take advantage of this programme to use their alumni as institutional ambassadors to develop institutional profile in Vietnam.

Detailed benefits for UK advertising institutions include:

- Placing **a web-banner** that links directly to the institutional websites over 12 months on the homepage of the Programme site at <http://www.ukinmyeyes.vn>. Flexibility is given for UK advertising institutions to change the web banners design and URLs of the links throughout the year, allowing institutions to utilise this advertising channel for different marketing purposes in Vietnam.
- Support from the British Council to set up an **institutional landing page** on the Programme site <http://www.ukinmyeyes.vn> in Vietnamese, featuring stories of alumni and promoting alumni events, scholarships and institutional information that are relevant to Vietnamese prospective students. FREE design, translation, edit and management fee of this landing page from the British Council. However, the British Council reserves the right to edit the content to ensure appropriate tone of voice.
- Support from the British Council to promote institutional **news and events** and **alumni stories** that are relevant with Vietnamese prospective students on Facebook fan page <http://www.facebook.com/NuocAnhTrongMatToi> throughout the year.
- Participation in one of a series of **Facebook chats** which will be organised throughout the year. **Facebook chats** are a new initiative of the programme in year 2015 and scheduled once per month. Each chat is live online for two hours, during which Facebook members post their questions and get direct answers from UK alumni and institutional representatives. Questions are about different aspects of studying and living in the UK or about courses, scholarships offered by participating UK institutions. This is a very good online event

for UK institutions to promote their profiles directly with prospective students in Vietnam, by answering their questions with support from UK alumni as institutional ambassadors.

2. Advertising cost

| Advertising activities | Duration | Cost |
|--|-----------------------|---|
| <p>12-months profile development package:</p> <ul style="list-style-type: none"> One advertising web banner on homepage of the Programme website One landing page in Vietnamese on the Programme website, featuring institutional profiles / alumni stories and other institutional news Participating in 01 Facebook online chat about studying in the UK in the Programme Facebook page <p>Additional benefits:</p> <ul style="list-style-type: none"> Flexibility to change the design and URL of the web banner at any time FREE design, translation, edit and management of the landing page by the British Council British Council supports to promote UK alumni, scholarship and institutional information on Facebook page of the programme during the advertising time | 12 months | <p>GBP 2,000</p> <p>(exclusive of 20% UK VAT)</p> |
| <p>Facebook chat package:</p> <ul style="list-style-type: none"> Participating in 01 online chat about studying in the UK on the Programme Facebook page Assign 1- 2 alumni or students to join the online chat to answer questions from Facebook members. Representative of the institution can also join the online chat if he/she can arrange time. Institutional profile is promoted on the Programme Facebook page prior the online chat event | A 2-hour online event | <p>GBP 200</p> <p>(exclusive of VN VAT)</p> |

3. Inputs from participating UK institutions

3.1 Web banner on “UK in My Eyes” Homepage

Participating UK institutions can alter their web banner from time to time over the duration of the package

| Flash ads | |
|----------------------------|---|
| File type | .SWF (Flash) |
| File size | 150 KB or smaller |
| Image size | Inline rectangle: 300 x 250 |
| Animation length and speed | <ul style="list-style-type: none"> Animation length must be 30 seconds or shorter Animations can be looped, but the animations must stop after 30 seconds Flash ads must be 20 fps or slower |

| Animated image ads | |
|----------------------------|---|
| File type | .GIF |
| File size | 150 KB or smaller |
| Image size | 300 x 250 |
| Animation length and speed | <ul style="list-style-type: none"> Animation length must be 30 seconds or shorter Animations can be looped, but the animations must stop after 30 seconds Animated GIF ads must be 5 fps or slower Animated GIFs cannot be used in mobile or tablet ads |

| Non-animated image ads | |
|------------------------|--|
|------------------------|--|

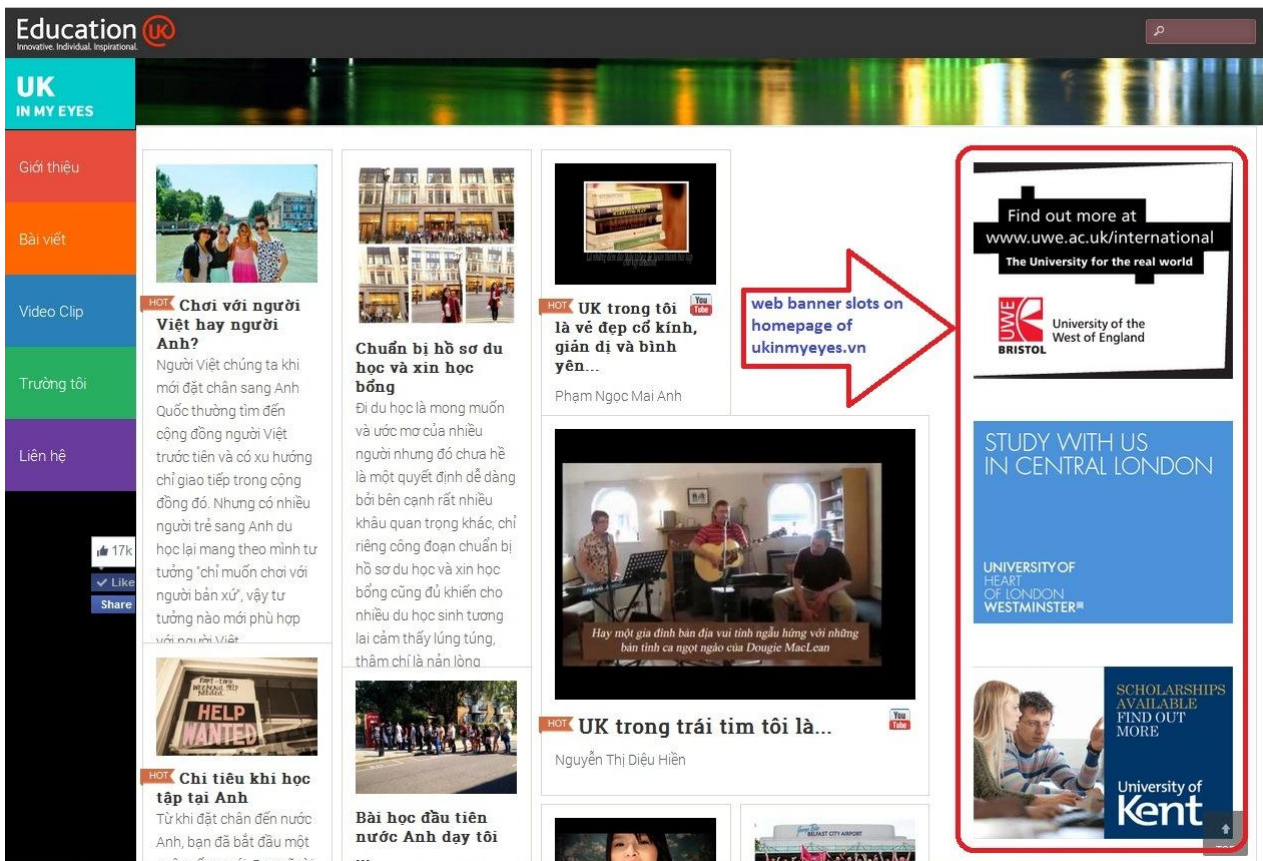
| | |
|------------|----------------------------|
| File type | .JPEG / .JPG / .PNG / .GIF |
| File size | 150 KB or smaller |
| Image size | 300 x 250 |

3.2 Contents for the Institutional Landing page

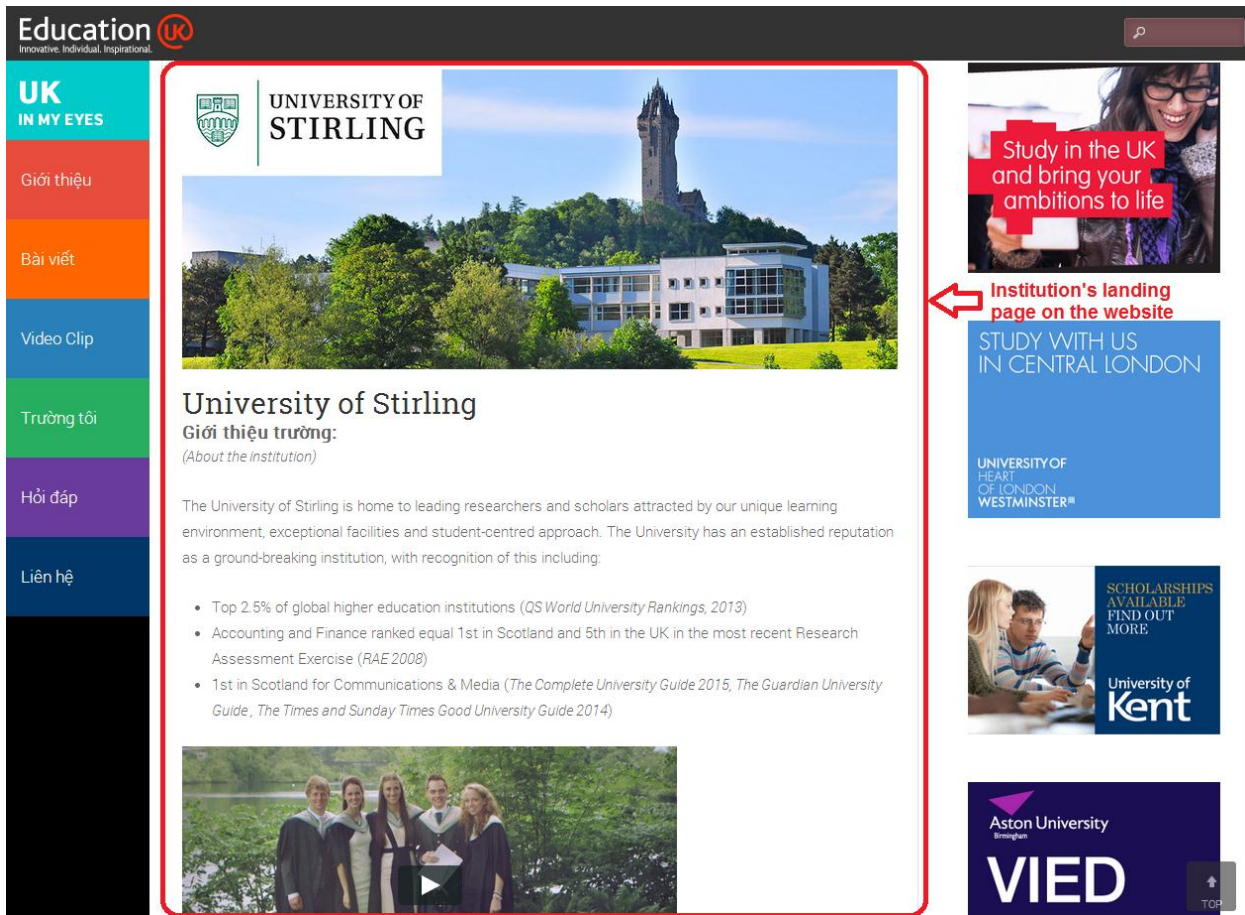
Participating UK institutions are encouraged to enrich their landing page with new testimonials during the 12-month advertising period.

| | |
|----------------------------|--|
| 1. Name of institution | |
| 2. Contact person | <i>For the purpose of students' enquiries</i> |
| 3. Tel | |
| 4. Email | |
| 5. Institution website | |
| 6. Type of institution | (e.g. University / FE College / Independent College / Boarding School) |
| 7. Location | |
| 8. Institutional profile | 350 - 400 words max to cover academic strengths or any award/ scholarship available for international students, etc. |
| 9. Institutional logo | |
| 10. Institutional image | A high resolution picture of any size |
| 11. What your students say | <p>Format: Testimonials may be written in the format of article or Q&A covering the questions below or other relevant subjects.</p> <p>Language: Vietnamese is preferred given the website is run in Vietnamese.</p> <p><i>In case the testimonial is submitted in English, translation will be provided by the British Council. However, to ensure the author's tone of voice and writing style reserved, original writing in Vietnamese is strongly encouraged.</i></p> <p><u>COMPULSORY QUESTIONS:</u></p> <p>Name of student/alumni: Course: Academic year:</p> <p>1/ Why did you choose your course and institution?</p> <p>2/ Your impression about your course and institution? (quality of the course, teaching method, learning environment, student services, etc.)</p> <p>3/ How easy was it to settle into life at your institution?</p> <p>4/ Tell us about the location/city of your institution. What makes you like most about this location/city?</p> <p>5/ Your advice for students who are going to apply to study at your institution?</p> <p><u>OPTIONAL QUESTIONS:</u></p> <p>1/ What was your number one reason to choose the UK as study destination?</p> <p>2/ What's the most priceless thing you've learned during your time in the UK?</p> <p>3/ What advice would you give to someone considering coming to the UK to study?</p> <p>4/ What's next after you've completed your UK education?</p> |

Illustration of advertising benefits for UK institutions on the Programme website



Web banner slots on homepage of the website ukinmyeyes.vn



Institution's landing page on the website, featuring institutional profile

Education UK
Innovative. Individual. Inspirational.


UK IN MY EYES

- Giới thiệu
- Bài viết
- Video Clip
- Trường tôi
- Hỏi đáp
- Liên hệ

Liên hệ:
(Contact) Nicki McPake, Student Recruitment, Admissions and International Affairs
Điện thoại: +44 (0) 1786 467046
Email: international@stir.ac.uk
Website: http://www.stir.ac.uk/vietnam

Chia sẻ của sinh viên:


Nguyen Ngoc Tuyet Trinh
Khoá học: (Course) MSc Media & Communications Management (Vietnam)



As someone who has been working in the area for some time, I find the course particularly helpful for me to systemise the knowledge that I have learned from my various internal on-the-job training occasions. For those that have not had experience, I believe this course can help obtain a solid base of professional knowledge and build up a network with experts in this field via guest lectures by well-known media executives

0 Bình luận [Read more](#)

Hieu Duc Nguyen
Khoá học: (Course) MSc Media & Communications Management (Vietnam)



The course blends an updated Western knowledge base with localised guest lectures by senior and high-profile professionals from Vietnam's media and communications industries. Their experience and knowledge is highly appreciated and they have proved to be great additional assets to the course.

0 Bình luận [Read more](#)

Where Institution's alumni testimonials are shown on the website

Institution's alumni testimonials are shown on the website

3.3 Facebook online chat

Nước Anh trong mắt tôi with Người Qua Đường

July 12 · Edited · 🌐

<ĐÃ KẾT THÚC> Đối thoại trực tuyến cùng Education UK Ambassador

Trong khoảng thời gian từ bảy giờ kéo dài tới 22h cùng ngày, các bạn có thể đặt ra bất cứ câu hỏi nào liên quan tới nội dung dưới đây để các admin có thể trả lời những thắc mắc của các bạn nhé.

*Nội dung trong buổi trò chuyện trực tuyến ngày hôm nay như sau:

- ✓ Chia sẻ kinh nghiệm học tập, giao tiếp và hòa nhập tại Vương Quốc Anh
- ✓ Chuẩn bị hành trang trước khi lên đường du học Vương Quốc Anh

* 6 người chia sẻ:

- ✓Phan Hải Văn - University of Warwick - BA Politics with International Studies
- ✓Nguyễn Vương, BA Media & Communication (PR), Birmingham City University
- ✓Nguyễn Hồng Phúc (admin Puk) - BA Marketing at University of the West of England

Đặc biệt đến từ Sheffield Hallam University, Online chat của NATMT tháng 7 này có sự góp mặt của các bạn Nguyễn Ngô Tĩnh Giang và Mai Thị Xuân Phương (chuyên ngành MSc Logistics and Supply Chain Management) và bạn Nguyễn Thị Quỳnh ở ngành học Finance and Investment.

Ngay lúc này, các admin sẽ bắt đầu nhận thắc mắc của các bạn ở phần Comment nhé!

Chương trình được tổ chức bởi Nước Anh trong mắt tôi cùng [British Council Vietnam](#)

2,505 People Reached

171 Likes, Comments & Shares

| | | |
|--------------------|-------------------|---------------------|
| 86 Likes | 84 On Post | 2 On Shares |
| 81 Comments | 61 On Post | 20 On Shares |
| 4 Shares | 1 On Post | 3 On Shares |

1,189 Post Clicks

| | | |
|------------------------|----------------------|-------------------------|
| 291 Photo Views | 8 Link Clicks | 890 Other Clicks |
|------------------------|----------------------|-------------------------|

NEGATIVE FEEDBACK

| | |
|-------------------------|-------------------------|
| 1 Hide Post | 0 Hide All Posts |
| 0 Report as Spam | 0 Unlike Page |



Nước Anh trong mắt tôi changed their cover photo.
Posted by Lương Tiến Hiệp [?] · July 9



Education UK

Đối thoại trực tuyến cùng Education UK Ambassador

Chia sẻ kinh nghiệm học tập, giao tiếp và hòa nhập tại Vương quốc Anh
Chuẩn bị hành trang trước khi lên đường du học Vương quốc Anh

20h - 22h

Thứ Bảy, ngày 12/7/2014
Fanpage Nước Anh trong mắt tôi

Unlike · Comment · Share

38

1,268 people reached

Boost Unavailable



Nước Anh trong mắt tôi with Quynh Nguyen Thi and 5 others
July 11 · Edited ·

<Đối thoại trực tuyến cùng Education UK Ambassadors>
Bạn tò mò về những gương mặt tham gia Online chat tối thứ 7 này chứ? Kéo dài trong 2 tiếng từ 20h-22h ngày 12/7/2014, đây là những người bạn sẽ tham gia tư vấn trong buổi tối đáng mong chờ cuối tuần này nhé mọi người. ... See More



3,556 people reached

Unlike · Comment · Share · 141 · 6 · 4



Nước Anh trong mắt tôi with Linh Học Giới and 2 others
July 10 ·

Tình yêu lớn với UK
... bắt đầu từ sự chuẩn bị nhỏ nhất.
Như đã tâm sự với mọi người tối qua thì Online chat tháng 7 sẽ diễn ra vào 12/7/2014 lúc 20h-22h (giờ Việt Nam) nhé.
Và để có được những câu trả lời tốt nhất, các admin hi vọng bạn có thể chuẩn bị trước những câu hỏi thật cụ thể và rõ ràng sát với những chủ đề của buổi Online chat lần này nhé.
- Chia sẻ kinh nghiệm học tập, giao tiếp và hòa nhập tại Vương Quốc Anh
- Chuẩn bị hành trang trước khi lên đường du học Vương Quốc Anh (Kinh nghiệm học tập, giao tiếp tại Vương quốc Anh/ cách hòa nhập ở Anh, kết bạn với sinh viên nước Anh và các du học sinh đến từ các quốc gia khác, nhằm giúp sinh viên tránh mắc phải lỗi có thể tránh nếu được chuẩn bị tốt trước khi sang UK)
Ở những post tiếp theo, admin sẽ bật mí với các bạn những gương mặt đến từ các trường đại học bên UK tham gia Online chat tối thứ 7 này nhé.
Hãy bật chức năng "Nhận thông báo/Get Notifications" của fanpage để chắc rằng bạn không bỏ lỡ bất cứ thông tin gì.
#Ukinmyeyes
Love GREAT Britain



Nước Anh trong mắt tôi
July 9 ·

Online chat tháng 7 này, các bạn mong chờ chủ đề gì?
Nếu chưa hiểu rõ Online Chat như thế nào, các bạn có thể click tại 2 đường link của 2 buổi Online chat gần đây nhất nhé.
*Tháng 6: <http://goo.gl/SV8qS>
✓ Học tập tại Vương quốc Anh ở bậc đại học và sau đại học
✓ Chia sẻ kinh nghiệm tìm nhà và đi lại thuận tiện
*Tháng 5: <http://goo.gl/kakoyB>
✓ Học tập tại Vương quốc Anh ở bậc đại học và sau đại học
✓ Quy trình xin học bổng, các trang web hữu ích
Hãy comment ý kiến của bạn tại đây, để chúng tôi hiểu rằng bạn rất quan tâm tới du học UK.

